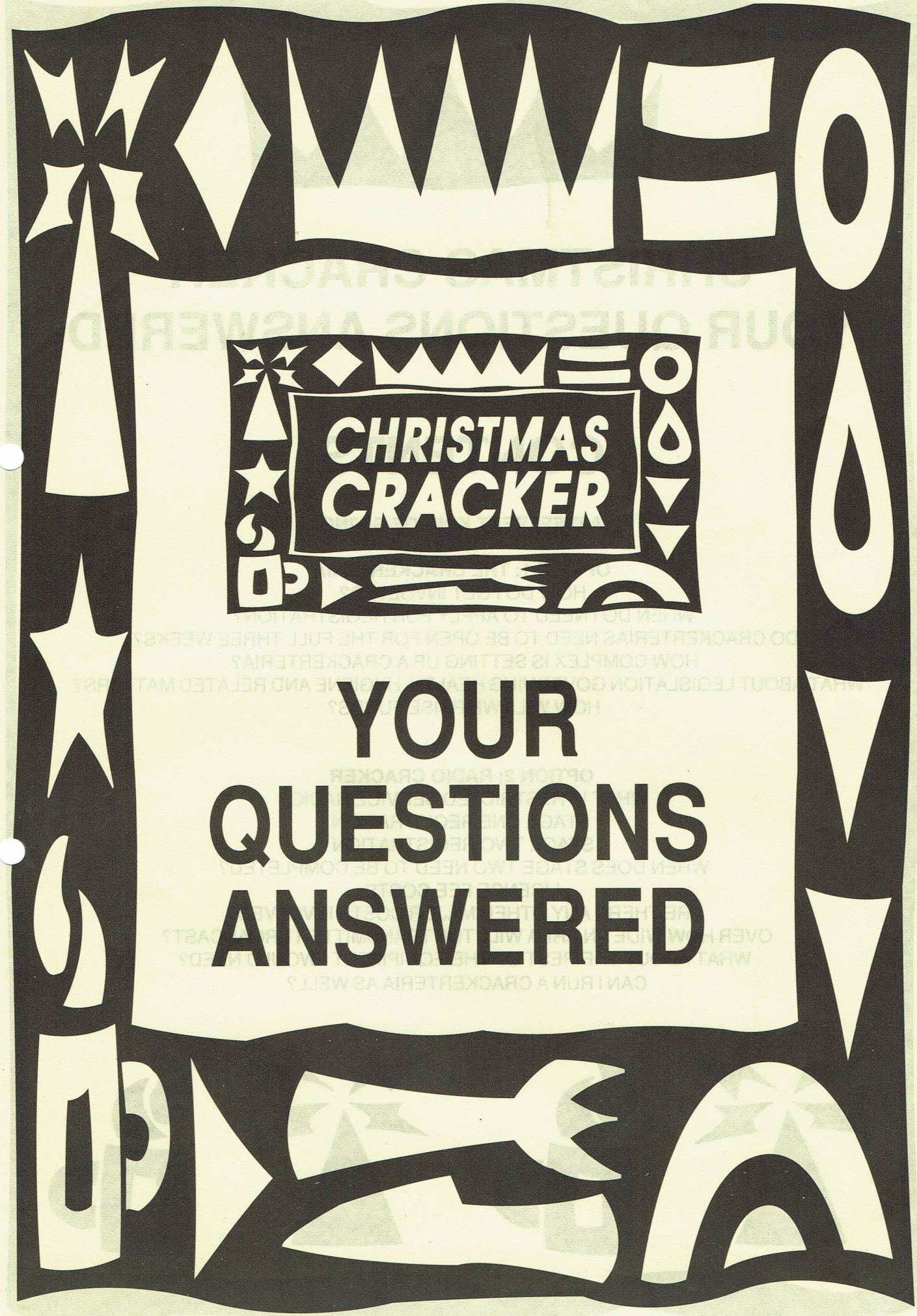
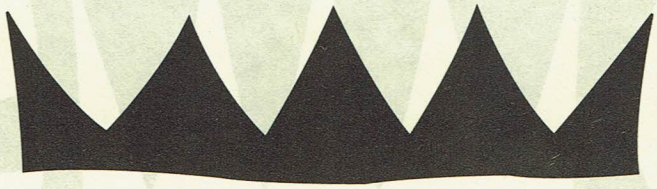


YOUR QUESTIONS ANSWERED



CHRISTMAS CRACKER
YOUR QUESTIONS ANSWERED

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CHRISTMAS CRACKER

A DIFFERENT KIND OF GIVING

Christmas Cracker is about making a difference to the world in which you live. It will put you in touch with other people around the world who desperately need your help and will give you and your friends the power to make a difference.

HOW?

THE 1992 CHRISTMAS CRACKER PROJECT OFFERS TWO EXCITING OPTIONS

OPTION 1: THE CRACKERTERIA

Building on the success of the 1989/90 Christmas Cracker restaurant project, 1992 offers a new version for groups of any size. A chain of Crackerterias will spring up all over the UK, from Saturday 28th November to Thursday 24th December, or any part thereof, as time, energy and resources will allow. Crackerterias are 'Cracker Cafes' which will sell tea, coffee and light snacks to the public as once more we ask people to 'Eat Less - Pay More'.

Tea and coffee are the most obvious of all goods we receive from the Third World. Every year we drink 32 billion cups of coffee and 70 billion cups of tea: enough to fill 40,000 average-sized swimming pools. Although we pay a high price for our cuppa, very little of that money goes back to the Third World producing companies. By drinking tea and coffee at our Crackerterias, you can make a difference. That's because the funds generated from the Crackerterias through the sale of tea and coffee will go to help the poor in the Developing World.

OPTION 2: RADIO CRACKER

In conjunction with the Radio Authority (RA) and the Department of Trade and Industry (DTI) - the bodies responsible for licensing radio broadcasting - Radio Cracker participants will establish a chain of restricted service radio stations across the nation, broadcasting from Saturday 28th November, to Thursday 24th December.

Radio Cracker will raise thousands of pounds for the needy of the world through a host of creative fund-raising events, competitions and auctions (not to forget dedications, advertising and sponsorship, in exchange for generous donations).

MORE ABOUT THE OPTIONS...

OPTION 1: THE CRACKERTERIA

HOW DO I GET INVOLVED?

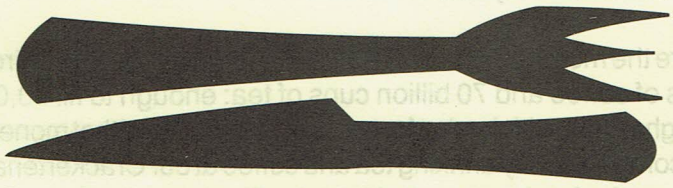
If you decide to run a Crackerteria, you need to apply to register with Christmas Cracker at Oasis West Midlands in Birmingham, by filling in the enclosed application form.

WHEN DO I NEED TO APPLY FOR REGISTRATION?

Experience proves that the more time you allow for preparation, the better the result will be. Once your registration is accepted you will receive resources from HQ vital to the success of your enterprise. So, an early application will benefit you and the national project as a whole. Unlike the radio stations, however, there is NO FINAL CLOSING DATE for applications.

DO CRACKERTERIAS NEED TO BE OPEN FOR THE FULL THREE WEEKS?

No. Christmas Cracker is aware that many groups will be unable to set up and run a radio station, but we are still eager for your participation. Crackerterias don't necessarily depend on large groups and massive organisation. They can be run as a single evening event for your church or in the high street for the three Saturdays the national project is in operation. The choice is yours, to suit your capability. In the final analysis, it's your involvement that we seek, so whatever you can achieve will be appreciated.



HOW COMPLEX IS SETTING UP A CRACKERTERIA?

Obviously, if you plan a full three-week Crackerteria, it will require a great deal more time and energy than a single, one-off evening or one day enterprise, but, once again, you need to tailor it to your resources.

WHAT ABOUT LEGISLATION GOVERNING HEALTH, HYGIENE AND RELATED MATTERS?

There will be a comprehensive guide to what you can and cannot do in your registration resource materials.

HOW WILL WE RAISE FUNDS?

Mainly through the sale of beverages and snacks on the 'Eat Less - Pay More' principle. A range of Cracker merchandise and other items will supplement this as the year progresses. Details will be sent to registered groups from Head Office.

OPTION 2: RADIO CRACKER

WHAT IS RESTRICTED SERVICE RADIO?

To quote the Radio Authority and the Department of Trade and Industry, it is 'a Radio Service restricted in duration and geographical coverage using a low-powered, freely-radiating transmitter, broadcasting for reception on normal radio receivers'. To put it in laymans terms, you can broadcast to anyone who is listening on an ordinary radio receiver within a restricted area for a maximum of 28 days.

STAGE ONE

REGISTRATION WITH CHRISTMAS CRACKER

If you decide to run a Radio Cracker station, you need to apply to register with Christmas Cracker at Oasis West Midlands in Birmingham, by filling in the enclosed application form.

Stage 1 - your intial application - should be completed as soon as possible. Radio Cracker will limit the number of one watt FM stations to 100 and applications will be treated on a first come, first served basis. Therefore, the sooner you apply for registration, the better. We do expect a high level of re-registrations in 1992, which is another reason to apply early.

Once your application has been accepted and your registration completed, Christmas Cracker HQ will send you your Radio Cracker resources. The information contained therein is vital to the correct establishment and management of your project and should be read carefully before proceeding.

Stage 1 needs to be completed as soon as possible so you can move onto...

STAGE TWO

REGISTERING YOUR TRANSMISSION SITE

You need to decide on a transmission site and once this has been done, fill in the Radio Authority information form (which we will send you) and return it to Cracker HQ with £100, non-refundable fee for the Radio Authority. (Cheque made payable to 'Christmas Cracker'). This will then be processed and forwarded by us and the allocation process begun.

WHEN DOES STAGE TWO NEED TO BE COMPLETED?

THE CLOSING DATE FOR 1992 **STAGE 2 APPLICATIONS** IS...

FRIDAY 7TH AUGUST

NO APPLICATION CAN BE ACCEPTED AFTER THIS DATE.

The RA/DTI will then work on the allocation of frequencies and these will be announced on Monday 19th October.

So remember - you need to have registered with Radio Cracker **and** found your transmission site by **7th August**. It could take four weeks for you to complete Stage 2, so apply early and leave yourself plenty of time. Feel free to contact the helpine if in doubt!

DOES THE LICENCE FEE COST MORE THAN THE INITIAL £100 APPLICATION FEE?

Yes. An invoice for the balance of payment for the full licence fee will be issued on October 19th and you will then have a maximum of 28 days to pay it. The licence itself will not be issued until the RA/DTI have received this payment. The actual amount may vary from the present licence fee of £1010.50 (inc. VAT). This is because the addition of VAT may be waived and the fee may be subject to change later in the year. (Consult HQ for the up-to-date situation). Radio Cracker has tried to negotiate a reduction in fees, without success, as it is written into the governing legislation. Registration therefore indicates your acceptance of these terms. Once the licence INVOICE has been issued, there is a legal obligation to pay the balance. Therefore, if you are unable to do this, the Christmas Cracker Trust would be ultimately liable. This is an important point to consider before you commit yourself to the project. (Please call the helpline if you want to clarify this with HQ).

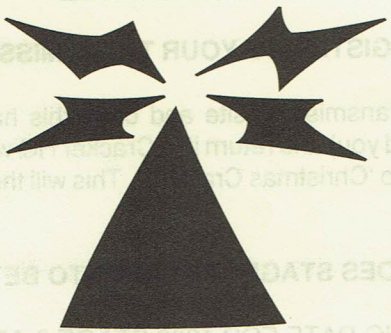
We also recommend the licence fee money is raised within your local church community, either by direct gifts and grants, or through fund-raising events. That way, all your funds raised will go out to the developing world and not cover your set-up costs.

ARE THERE ANY OTHER MAJOR COSTS INVOLVED?

Radio Cracker will provide the specialist transmission equipment for one watt FM stations only, free of charge. The average amount spent on studio equipment in 1991 was £200 per station, (as most of it was donated or lent with relative ease).

Publicity and promotion are up to you, but with the help and sponsorship of local printers, paper suppliers etc. these additional costs can be kept to a minimum. Other special deals we have arranged regarding insurance, copyright, etc. are contained within your registration materials.

A figure of between £1,500 to £2,000 including registration and licence fees would be a fairly good rough guide to set-up costs. Registration also indicates acceptance of the compulsory attendance of at least two members of your project's management team at our national training conference *(fees to be advised)*.

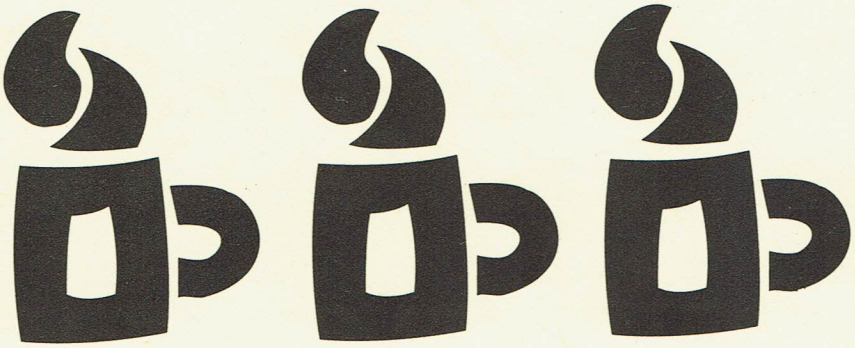


OVER HOW WIDE AN AREA WILL THE TRANSMITTER BROADCAST?

This will depend very much on the siting of your transmitter and aerial and the local topography. Based on our experience of 1991, however, the majority of stations achieved a good signal within a two or three mile radius of the transmission site. This could be a little patchy in some cases, but your registration materials and advice from HQ will help you to get the best possible result.

WHAT ABOUT THE REST OF THE EQUIPMENT I WOULD NEED?

You should be able to acquire the rest of the equipment from your local hi-fi shop or PA hire firm. In fact, most of the equipment could be borrowed from the homes of your friends and church members. A comprehensive guide of what you will need is available in the Radio Cracker training manual which forms part of your registration resources. This also covers information on siting your station, programming, copyright, management, financial responsibility etc.



CAN I RUN A CRACKERTERIA AS WELL?

Yes! Some groups did this very successfully in 1991. Crackerteria resources will automatically be sent to you in addition to your radio registration materials.

Once your application has been accepted, we will register you and you will be supplied with:

Radio Cracker Stations

- 'Ignorance is Bliss' - Cracker's '92 Video
- Updated and expanded Training Manual
- 'Cracking Up' Magazine and regular updates
- Copyright exemption
- New '92 jingles, endorsements and interviews double CD package (later in the year)

Christmas Crackerterias

- 'Ignorance is Bliss' - Cracker's '92 Video
- 'Cracking Up' Magazine and regular updates
- Crackerteria resource materials

We want to give you advice to help you get started, so please do ring our helpline on:-
021-633 0873 or FAX us on **021-633 0875**

We will also keep you informed of developments through 'Cracking Up' and regular letters from the Project Director.